

Choosing the Right Medium: Reference Guide

BY JACQUELINE KEANE

The table below summarizes the different forms your knowledge entity can take. Use it as a quick reference guide when deciding on your design.

DESIGN	GOOD FOR PROJECTS WITH...	PRIMARY MEDIA	DEPTH	CHOOSE IF YOU LIKE...	CLASSROOM EXAMPLES
The Publisher					
Research Paper	Research from multiple sources; your unique conclusions about research	Text	In-depth or brief	Writing	A research paper on geocentric vs. heliocentric solar systems
Newsletter	Several separate parts addressing one theme: articles, features, interviews, photo essays	Text, photos	Brief	Working in groups; writing articles; finding vivid pictures	A newsletter from the 1920s, with artifacts about flappers, the jazz age, prohibition, and morality
Cover Page	Creative, memorable images of artwork; teasers, power words	Short text, photos	Very brief	Taking captivating photos; using power words to entice readers	A magazine cover about foods that prevent cancer
The Presenter					
Presentation	Content that would be enhanced by prompts and explanations, interactive teaching, Q & A	Short text, photos	Brief written, but detailed verbal	Speaking in front of others; explaining your ideas and knowledge	A presentation describing the difference between acceleration and velocity
The Photographer					
Photo Essay	Your artistic, interpretive statement about an emotionally charged issue	Photos, captions	Brief or in-depth	Taking vivid pictures	A photo essay showing one view of the Vietnam war
Slide Show	A collection of pictures that show a story, mood, or moment in time, without needing text	Film, music	Brief	Coordinating the tone of pictures and music	A slide show of the genocide that occurred in Cambodia under the Khmer Rouge's regime
The Producer					
Documentary	Detailed descriptions of an issue or historical event, using multiple sources and media	Film, photos, music	In-depth	Shooting a film: researching; presenting thought-provoking arguments	A documentary about Stalin, Hitler, and Mao, and the atrocities committed under their rule. Ask the audience to decide which was the most violent ruler
Video Story	Subjects that allow you to be creative	Video	Brief	Acting; writing plots and character sketches; creating effective scenes	A reenactment from a scene in the novel <i>The House on Mango Street</i> by Sandra Cisneros
Commercial	Controversial topics, when trying to motivate people to action	Video	Brief	Calling people to action; making lasting impressions	A commercial making a case for drilling for oil in Alaska (Another student can make a commercial with the opposite view.)

These and other creative ideas are available in Jacqueline Keane's book, *Internet-Based Student Research: Creating to Learn with a Step-By-Step Approach, Grades 5-12* (Linworth Publishing, Inc., 2006).

Editor's Note: Each issue we will feature reproducible items that are designed for you to share with your school community. It might be a lesson plan, a worksheet, or game. Each carries permission for you to reproduce the material within the building in which you work.

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